



G.H. MOULTON  
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September 8, 1994

To: A. V. Addressi  
F. J. Jaconetti  
R. F. Segelke

Subject: *Value Drugs* (ID #3313 00 00)

Dear Managers:

Mr. Peter Pastorelli, President has agreed to participate in our Base Contract Package Merchandising Program, with the following agreed upon:

RJR Pull Price Display at the primary counter.

RJR Savings Display with 24 facings in a non-self service position with enhanced signage.

A 15 x 49 lighted sign.

Mr. Pastorelli has requested a member of management from the Manhattan Division contact his Operations Manager, Steven Miller (he is also a partner) at 212-682-3191. He works out of the store at 630 Third Avenue. The best time to contact him is on a Wednesday. Mr. Miller *will not* visit all stores with your representative but *will* communicate details to all managers. Please let me know the name of the RJR representative from the Manhattan Division who will be meeting with Mr. Miller. The stores outside of Manhattan should be completed after Manhattan.

Upon implementation of the program, please ensure contract information is communicated to your ROU to be entered into the system. According to this chain, they average 260 cartons per week and, at this time, will be set-up under the 1BASE1E Contract and the CMFPK type, Plan E Co-Marketing Program. Their primary supplier is Sanders, with the principal contact being Sal Felix.

We are looking to implement a Display Program during the month of September.

Thank you for your assistance.

Sincerely,

George H. Moulton

GHM/pk

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DM	T&D	REP
1224	_____	_____
1225	_____	_____
1226	_____	_____
1229	_____	_____
1230	_____	_____
PTC	SAM	_____
ROM	PA	SC
RM	PO	MC
1240	1242	SAM

"We work for smokers."

51855 1277